



THE MARKETING MEMO

April 2006

Marketing Branch

Division of Marketing Services

California Department of Food and Agriculture

1220 N St., Sacramento, CA 95814

(916) 341-6005 Fax: (916) 341-6826

www.cdfa.ca.gov

PROGRAM ISSUES

CALIFORNIA RAISIN MARKETING BOARD CONTINUED:

In a recently completed referendum, California raisin producers approved the continuation of the Marketing Order for California Raisins. Of the 2,159 producers on the Branch's list, 1,522, or 70 percent cast ballots. Of those voting, 1,413, or 92.8 percent voted in favor of continuing the operations of the Marketing Order. Due to these very supportive referendum results, the Marketing Order for California Raisins is authorized to operate for another five years through July 31, 2011.

MENDOCINO COUNTY WINEGRAPE AND WINE COMMISSION:

At the request of the Mendocino County wine industry, the Branch recently mailed ballots to Mendocino County winegrape growers and vintners in referenda on the proposed Mendocino County Winegrape and Wine Commission. The industry sponsored SB 303 last year, which established this joint grower/vintner Commission in law. In order for it to become effective, both growers and vintners must vote in the required percentages in separate referenda. The final filing date for the referenda is May 13, 2006. For information on the Commission please contact Glenn Yost.

ADMINISTRATIVE ISSUES

UPDATED SALARY SUMMARY FOR CHIEF EXECUTIVES OF CALIFORNIA MARKETING PROGRAMS:

We have updated our annual salary survey that summarizes on an anonymous basis the current compensation ranges of full-time chief executives. The new 2006 Salary Summary For Chief Executives of California Marketing Programs is attached to this Marketing Memo. Thanks to all the programs for providing the information needed to compile this document.

LAWSUIT UPDATE CHART:

We have attached a table providing a summary of the cases currently facing California marketing programs and a brief update of where they are in the process. If you have any questions, please contact Lynn Morgan at this Branch.

FORM 700 PACKETS SENT:

The Marketing Branch mailed the Form 700 packets out to all marketing orders, agreements and councils in order to distribute to members and alternates of the

respective programs. If you did not receive a packet, please contact Beth Jensen here at the Branch. Please note that marketing orders, agreements and councils with budgeted expenditures below \$120,000 were not mailed a Form 700 packet, since the Department's Conflict of Interest Code excludes those individuals from filing.

ETHICS TRAINING CERTIFICATION PROCEDURES FOR MARKETING ORDERS, AGREEMENTS, AND COUNCILS:

Just a reminder that marketing orders, agreements, and councils are required to complete ethics training. First time appointed members and alternate members must complete the training and file a certification with your program within six months of assuming their position. All other members and alternates need to complete ethics training and file the appropriate certification every two calendar years thereafter. Program Executives must retain the signed original certificates. Please note that CDFA does not collect this information from commissions, even though commission members and alternates are required to complete ethics orientation.

For programs that completed this training in 2004 it is now time to complete the updated training. The Branch is in the process of obtaining copies of the training materials in CD format. We will forward the training materials to all Marketing Orders, Agreements and Councils once we receive them. For programs with internet access, this training can also be completed at the California Attorney General's website: <http://caag.state.ca.us/ethics/index.htm>

If you have any questions regarding the process, please contact Beth Jensen at the Branch, 916-341-6005, or email: bjensen@cdfa.ca.gov.

TABLE OF DUE DATES:

As a reminder of upcoming due dates, we are providing the following Table. Please call your Economist/Analyst at 916-341-6005 if you have any questions.

TABLE OF DUE DATES		
Item	Applies To:	Due Date
Quarterly Contract Report	Marketing Orders, Agreements and Councils	Qtr 4, 2005 (October – December 2005) Was Due: January 31, 2006
		Qtr 1, 2006 (January – March 2006) Due: April 28, 2006
Ethics Training	Marketing Orders, Agreements and Councils	Members must complete the training in the time frames below and submit the certification to their marketing program executive: <ul style="list-style-type: none"> • New members: within six months of assuming their position. • Continuing members: every two calendar years. Program Executives must retain the signed original certificates. A list of board members and alternates with the dates they completed the orientation, must be sent to Beth Jensen of the Marketing Branch
Member Lists	Marketing Orders, Agreements, Councils, and Commissions	As soon as possible after any changes. Please be sure to include individual contact information: addresses, phone numbers and e-mail addresses.

Financial Audits	Marketing Orders, Agreements and Councils	Three copies due to Branch 30 days after completion.
-------------------------	---	--

GENERAL INFORMATION

MARKETING PROGRAM AND MARKETING BRANCH JOB ANNOUNCEMENTS:

We routinely include notices of job openings with California marketing programs and other agricultural organizations in the Marketing Memo. Please contact Beth Jensen at 916-341-6005, or via e-mail at bjensen@cdfa.ca.gov to include information in this section.

BUY CALIFORNIA SEEKS CEO:

The *Buy California Marketing Agreement*, a multi-commodity campaign charged with increasing demand for agricultural products within California, is seeking an experienced, motivated, person to serve as CEO. The individual selected will be responsible for all aspects of the California Grown program, including directing marketing, public education and public policy campaigns, working with government officials, and managing the board of directors, staff and financial affairs. The position is located in Sacramento.

Must have excellent communications skills and experience with boards of directors, the media, and the political system. Must be dynamic with leadership and management abilities. Education, marketing and public policy experience required.

Send resume and references to: Chris Zanobini, Chairman, BCMA, 1521 "I" Street, Sacramento, CA 95814 or by email to info@calpear.com.

USDA SEEKS FRUIT & VEGETABLE MARKETING SPECIALIST:

The Marketing Order Administration Branch of USDA is currently recruiting for a Fruit & Vegetable Marketing Specialist. The incumbent will be responsible for performing a variety of analytical assignments in regard to assigned marketing order and agreements programs. The position is located in Fresno, CA. For additional information, please contact USDA, MRP, HRO, Staffing (612) 370-2366 or Fax (612) 370-2366.

PEST DETECTION ADVISORY

There are no new Pest Detection Advisories for the month of April. If you have questions regarding this listing, please contact the CDFA Pest Detection Branch at 916-654-1211.

MARKET ENFORCEMENT ADVISORY:

Attached is the Market Enforcement Advisory Notice for April 2006. If you have questions regarding the notice, please contact the CDFA Market Enforcement Branch at 916-341-6276.